

**ANALYSIS THE INFLUENCE OF PERCEIVED VALUE AND IMAGE ON
CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION IN
ISLAMIC BANKING
(EMPIRICAL STUDY OF ISLAMIC BANK CUSTOMERS IN SURAKARTA)**



RESEARCH PAPER

**Submitted as a Partial Fulfillment of the Requirement for Obtaining a Bachelor Degree of
Management at the Faculty of Economics and Business**

By:

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**MANAGEMENT DUAL DEGREE PROGRAM ECONOMICS AND BUSINESS
FACULTY UNIVERSITAS MUHAMMADIYAH SURAKARTA**

2021

APPROVAL PAGE

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BANKING**

(Empirical study of Islamic Bank Customer in Surakarta)

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I am truthfully declaring that this research paper handed over the institution is my own work, except quotation and summaries that are explained the sources. Suppose in the future, and it is proven or can be proven that this thesis is a copy. In that case, I will be ready to accept any punishment given by the faculty of Economics and Business, Muhammadiyah University of Surakarta.

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MOTTO

So whoever does an atom's weight of good will see it.

(QS Al- Zalzalah:7)

A thousand mile journey begins with the first step.

(Lao Tzu)

DEDICATION

Bismillahirrahmanirrahiim

I present this paper with a great love for:

- Allah SWT, because of His blessings and mercy, can finish this research paper without any obstacles.
- Rasulullah SAW, prayers and greetings are always poured out for him, his family, and friends.
- My beloved parents, My parents who always support me physically, mentally, and financially. Thank you very much for the prayers that have been sent to God so that I can finish my final project well.
- For my older sister. Thank you very much for encouraging, supporting and entertaining your little sister so that she can get through the difficult times in completing her final project.
- For Mrs. Soepatini, SE, M.si, Ph.D. as a supervisor who has guided, motivated and encouraged me in the process of writing my final project.
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This thesis was composed as one of the requirements to achieve a Bachelor of Economics degree at the Faculty of Economics and Business, Study Program Management double degree, Muhammadiyah University of Surakarta.

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The author realizes that the writing of this thesis still lacks in both writing and presentation. For that, all suggestions and constructive criticism may be helpful for further research. Hopefully, this thesis helps all who need it and be the beginning of a successful writer in the future. Aamiin.

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ABSTRAK

Penelitian ini dilakukan untuk menganalisis faktor-faktor yang mempengaruhi loyalitas nasabah bank syariah. Populasi dalam penelitian ini adalah nasabah bank syariah di Surakarta. Teknik pengambilan sampel menggunakan purposive sampling dan diperoleh 150 responden yang menjadi nasabah bank syariah. Penelitian ini menggunakan 4 variabel yang meliputi 2 variabel bebas dan 1 variabel terikat serta 1 variabel mediasi. Variabel independen meliputi persepsi nilai dan citra bank syariah. Variabel terikatnya adalah loyalitas nasabah. Sedangkan kepercayaan nasabah sebagai variabel mediasi. Analisis data yang digunakan adalah metode penelitian kuantitatif dengan menggunakan Structural Equation Modeling (SEM) dengan Smart PLS versi 3. Hasil penelitian ini menunjukkan bahwa dalam direct effect yang meliputi persepsi nilai dan citra bank syariah berpengaruh signifikan terhadap kepuasan nasabah. Untuk kepuasan nasabah berpengaruh signifikan terhadap loyalitas nasabah. Sedangkan persepsi nilai dan citra bank syariah tidak memiliki pengaruh yang signifikan terhadap loyalitas nasabah. Untuk pengaruh tidak langsung, diketahui bahwa kepuasan nasabah sebagai mediasi citra bank syariah terhadap loyalitas nasabah memiliki pengaruh yang signifikan. Namun, kepuasan nasabah sebagai mediasi persepsi nilai terhadap loyalitas tidak memiliki pengaruh signifikan.

Kata kunci: Bank Syariah, Persepsi nilai, Citra Bank Syariah, Loyalitas Nasabah

ABSTRACT

This study was conducted to analyze the factors that influence the loyalty of Islamic bank customers. The population in this study was customers of Islamic banks in Surakarta. The sampling technique used purposive sampling and obtained 150 respondents who became customers of Islamic banks. This study uses 4 variables which include 2 independent variables and 1 dependent variable and 1 mediating variable. The independent variables include the perception of value and image of Islamic banks. The dependent variable is customer loyalty. Meanwhile, customer trust is a mediating variable. The data analysis used is a quantitative research method using Structural Equation Modeling (SEM) with Smart PLS version 3. The results of this study indicate that the direct effect which includes the perception of value and image of Islamic banks has a significant effect on customer satisfaction. For customer satisfaction has a significant effect on customer loyalty. While the perception of the value and image of Islamic banks do not have a significant influence on customer loyalty. For the indirect effect, it is known that customer satisfaction as a mediation of Islamic bank image on customer loyalty has a significant influence. However, customer satisfaction as a mediation of perceived value on loyalty does not have a significant effect.

Keywords: Islamic bank, value perception, Islamic bank image, customer loyalty

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